

## Competitor Analysis

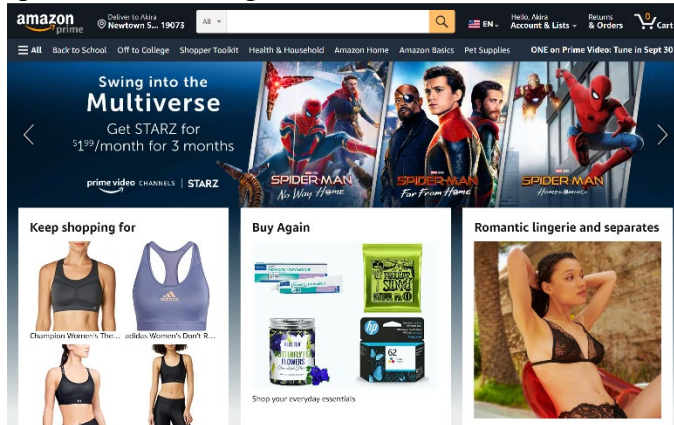
### Website: Content Creator Merch Shop

#### 1. Competitors

Amazon

<https://www.amazon.com/>

Amazon's website is an indirect competitor. Amazon is an ecommerce website. However, they provide a wide range of products and services. The website does not specialize in selling merchandise.



Cloak

<https://cloakbrand.com/>

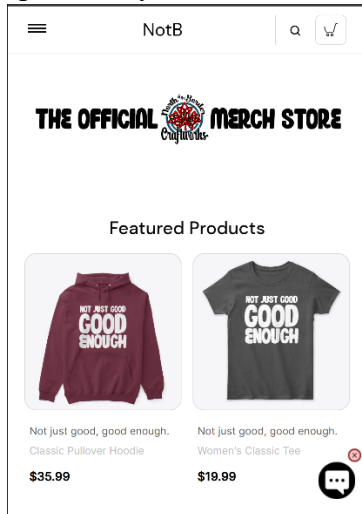
Cloak's website is an indirect competitor. Although the company is run by a group of content creators, but the actual products are unrelated to the creators. Most of the products sold are activewear or clothing designed by those content creators. None of the designs are related to anyone's channels. They are selling clothing like any other clothing outlet (i.e. GAP, Old Navy, etc.).



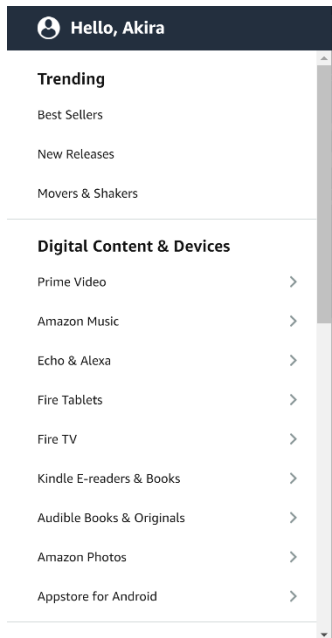
North of the Border

<https://www.tinynerdythings.com/>

North of the Border's website is a direct competitor. All of his products are on brand with the content that he makes. All revenue goes directly to supporting him and his content. The primary reason anyone would be on his website would be to support him specifically. The value of his clothes lies with their connection to him and his content.



## 2. Content and Navigation

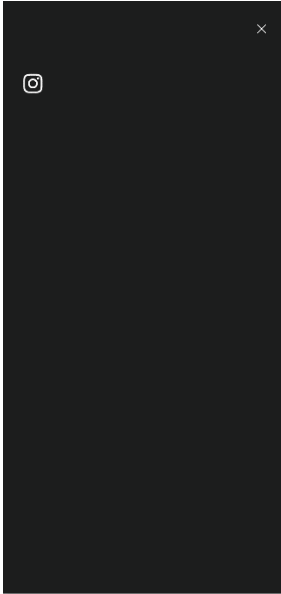


Amazon

The menu is accessed by selecting the menu icon (the three horizontal lines that is fairly universal at this point) from the upper-left of the screen. From there, navigation links are

divided into categories and subdivided into more specific menus and categories menus. It usually takes a couple of selections and some scrolling to navigate to a specific page.

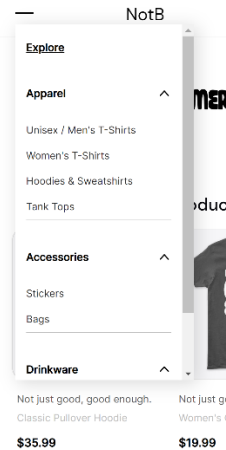
The Amazon menu is the best out of the three. It is the most aesthetically pleasing. Although there are extra steps to navigate to any particular page, I think the categorization is fairly intuitive for most users. I would've like to see the shopping categories at the top of the menu (since that would probably be what most users are looking for) instead of Amazon promoting their devices first and foremost, but the "Shop by Department" category is still accessible.



#### Cloak

This menu is only accessible from a mobile screen size. If you adjust your window to a medium or wide ratio, the menu icon disappears and there doesn't seem to be any way to navigate to another menu. Overall, very disappointing.

The Cloak menu was, by far, the worst menu out of the three. The website doesn't successfully implement responsive web design in general, but your menu should not be disappearing from desktop view. Also, the menu just has an Instagram icon. I think most people can infer that it links to their Instagram page, but the same link can be found in the footer with the line "Join the conversation." I think it would've been appropriate to include something of that capacity in the menu. Honestly, I don't see the point of the menu on this website. It would've made more sense to use the menu to help the user quickly navigate through categories of clothing instead of having everything displayed on the home screen for the user to muddle through.

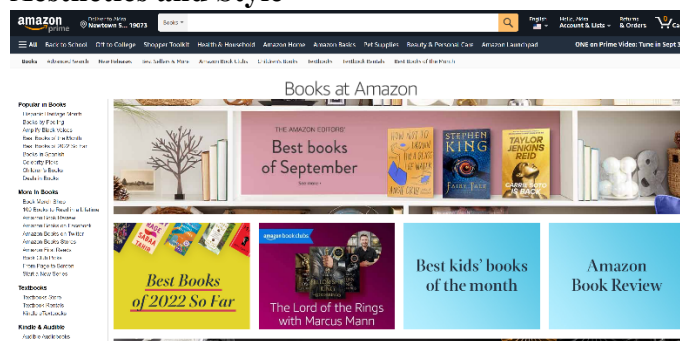


## North of the Border

The menu is accessed by selecting the menu icon in the upper-left corner. A box appears. The navigation links are divided into categories. Selecting a link brings you to the page featuring those products.

The North of the Border menu was the second best from the three. The pop-up menu is not as aesthetically pleasing as the Amazon menu, but it does a better job at putting more popular selections first. The only way to exit the menu is to select the menu icon again, but this is partially covered by the menu itself, which makes it difficult to exit. However, it is still a much better menu than Cloak's.

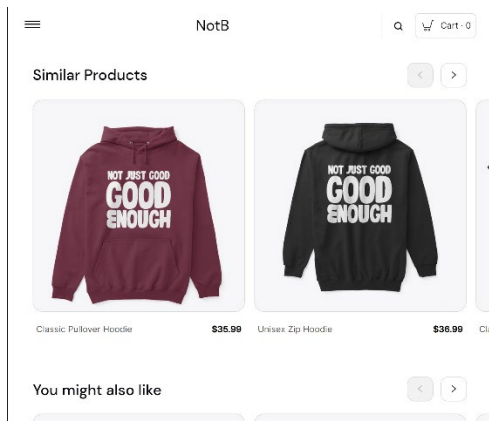
## 3. Aesthetics and Style



Amazon's color scheme is very simple. Shades of dark blue are used as accent colors to compliment the golden yellow that is found in Amazon's logo. The bulk of the text is either in white for dark backgrounds or black for white backgrounds. The main section of the website is all white to showcase the variety of products that will all have their own feels and color schemes. Sticking with white makes an otherwise chaotic page more palatable. I think it works well in reinforcing brand identity and purpose.



Cloak's aesthetic choices are odd. The color scheme of the body of the pages isn't consistent with the white-on-black look of the header showcasing the brand or the pop-ups about signing up for notifications. The font used in the body does not work with the font used in the banner to showcase the new collection (not pictured here), and it does not work with the brand front. I think the background and font were an attempt to harmonize with the "vibe" of the collection, but it looks messy. If the background color was closer to the color used in the backgrounds for the listings, it might've worked better. Using the brand front for the body would've worked better for cohesiveness and readability. It would still work with the aesthetic of the collection. I think it would've been best if they used the white-on-black scheme to accentuate the colors of the collection rather than trying to haphazardly match them. The aesthetic is not consistent with brand identity and makes shopping a less pleasurable experience.



North of the Border's website uses black sans-serif text on a white background with light gray shading for his website. The design is simple in a pleasing way and doesn't clash with the different products shown. His logo includes red and teal, which isn't found anywhere except the logo on the banner of the home page. I think using the red and teal as accents for the header and navigation would've been a nice touch to promote the brand.

#### 4. Heuristics Analysis

North of the Border's website is the only one that included visibility of system status during load times. His website shows an animation of 3 dots. Amazon just jumps pages. Cloak's background color fades in and out, but will not change or show indication of progress if the page is taking time to load.

All three websites match the system with the real world. All websites use a shopping cart icon to indicate where users can view their items.

Amazon and North of the Border's websites effectively use aesthetic and minimalist design. The color scheme is simple and the pages only display what is needed. For example, there are some listing to showcase available products, but you do not see all of the listings available until you navigate to the specific page of interest. Cloak's website does not use aesthetic and minimalist design. The color pallet and text are not cohesive and borderline chaotic. And all of the items in the collection are laid out on the home page, which leaves a lot of content for the user to take-in and navigate in one sitting.

#### 5. UI Animations

Amazon uses animations in their banners and menu. Animations are found in the banner titling the page and the modular sections showcasing categories and products. The menu slides into view when the menu icon is selected. Cloak uses animations for their product listings. Hovering over the product image on the home page transitions to another image using a cross dissolve. The "buy" button found on product listings on the home page is animated. When hovering over a product image, the buy button slides in from bottom to top and fades in. When hovering over the "buy" button, the button slightly increases in size. North of the Border also uses animation. When hovering over a product image, the image changes to another view of the product.

#### 6. Scores

	Amazon	Cloak	North of the Border
<b>Content &amp; Navigation</b>	6	1	8
<b>Aesthetics &amp; Style</b>	8	1	5
<b>Heuristics Analysis</b>	6	3	9
<b>UI Animation</b>	7	8	5